

## Message Text

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43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
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R 121019Z AUG 75

FM AMEMBASSY DAMASCUS

TO SECSTATE WASHDC 4233

INFO USDOC WASHDC

AMEMBASSY BEIRUT

AMEMBASSY AMMAN

AMEMBASSY TEHRAN

UNCLAS DAMASCUS 3072

USDOC FOR CAGNE

BEIRUT FOR RTDO AND PLEASE PASS BAGHDAD

E.O. 11652: N/A

TAGS: BTRA, SY

SUBJ: DAMASCUS VISIT OF ALLIS-CHALMERS PRESIDENT

1. ALLIS-CHALMERS PRESIDENT DAVID SCOTT AND THREE A-C EXECUTIVE PRESIDENTS DEPARTED DAMASCUS AUGUST 9 CONCLUDING A SUCCESSFUL THREE-DAY SYRIAN VISIT TO SIZE UP MARKET PROSPECTS. GROUP CONFERRED WITH SYRIAN MINISTERS OF ECONOMY, EUPHRATES DAM AND ELECTRICITY, AND MET A NUMBER OF IMPORTANT MEMBERS OF PUBLIC AND PRIVATE SECTORS AT EMBASSY-SPONSORED LUNCHEON AND DINNER AUGUST 7.

2. HIGHLIGHT OF VISIT WAS AUGUST 8 INSPECTION OF GIANT TABQA DAM AND SURROUNDING EUPHRATES BASIN AGRICULTURAL PROJECTS. ITINERARY INCLUDED VISIT TO GENERATING ROOM OF DAM ITSELF, PUMPING STATION, AND MODEL FARMS. ALLIS-CHALMERS EXECUTIVES RECEIVED EXCELLENT IMPRESSIONS OF EUPHRATES PROJECT NEEDS IN CONSTRUCTION, AGRICULTURAL AND ELECTRICAL POWER MACHINERY WHICH CONFORM TO COMPANY'S PRODUCT LINES.

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3. SCOTT BELIEVES THAT ALLIS-CHALMERS COULD DO BIG BUSINESS IN SYRIA. SCOTT SAID HE WOULD STUDY POSSIBILITY OF ERECTING AGRICULTURAL MACHINERY ASSEMBLY PLANT (PROPOSED BY MINISTER OF ECONOMY IMADI) IN FREE ZONE TO BE ESTABLISHED ON SYRO-JORDANIAN BORDER. HE WILL ENDEAVOR TO SEND FOR DEMONSTRATION PURPOSES TWO COTTON STRIPPERS IN TIME FOR OCTOBER HARVEST AND ONE OR TWO LARGE A-C TRACTORS. HE HOPES TO RETURN TO SYRIA WITHIN EIGHT WEEKS, AND WILL TRY TO SEND TWO EXPERTS FROM MILWAUKEE HEADQUARTERS TO SYRIA WITHIN TWO WEEKS TO STUDY MORE CLOSELY LOCAL MARKET.

4. COMMENT: ALLIS-CHALMERS APPEARS READY TO SERIOUSLY PENETRATE RAPIDLY GROWING SYRIAN MARKET, IN WHICH IT HAS PREVIOUSLY BEEN REPRESENTED ONLY BY AFFILIATE FIAT-ALLIS AND IN A FEW MINOR PROJECTS BY A BEIRUT-BASED FIRM. COMPANY HAS JUST ESTABLISHED TEHRAN AREA OFFICE FOR AFRICA AND MIDDLE EAST, UNDER VICE PRESIDENT WILLIAM P. BELL (MEMBER OF THE DAMASCUS PARTY). EMBASSY WILL FOLLOW UP ALLIS-CHALMERS VISIT BY DISTRIBUTING COMPANY LITERATURE, CONTINUING TO KEEP COMPANY INFORMED OF LOCAL PROSPECTS AND ASSISTING IN CONTACTING POTENTIAL SYRIAN AGENTS. END COMMENT.

5. REQUEST STATE OR USDOC INFORM US IN ADVANCE OF SCOTT'S NEXT VISIT AND WHETHER HE WILL AGAIN ARRIVE IN CHARTERED, U.S.-MADE EXECUTIVE JET AIRCRAFT (SEE DAMASCUS 3052).  
MURPHY

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